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<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b>  <input type="checkbox"/> Declaration Submitted with Initial Filing      OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	<b>Attorney Docket Number</b>	Google-65 (GP-171-00-US)
	<b>First Named Inventor</b>	Kenneth W. BRONSON
	<b>COMPLETE IF KNOWN</b>	
	<b>Application Number</b>	10/732,824
	<b>Filing Date</b>	December 10, 2003
	<b>Art Unit</b>	2611
	<b>Examiner Name</b>	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

RETURN OF CONTENT AD SERVING RESOURCES

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) December 10, 2003 as United States Application Number or PCT International

Application Number 10/732,824 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

Power of Attorney:


As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label	26479	OR <input type="checkbox"/>	Correspondence address below
Name Straub & Pokotylo					
Address 620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor					
City Tinton Falls		State NJ		ZIP 07724-3260	
Country USA		Telephone (732) 542-9070		Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
NAME OF SOLE OR FIRST INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Kenneth W.		Family Name or Surname Bronson			
Inventor's Signature 				Date 7/14/04	
Residence: City Venice		State CA		Country USA	
Citizenship USA					
Mailing Address 39 S. Venice Blvd., Apt. # 4					
City Venice		State CA		ZIP 90291	
Country USA					
NAME OF SECOND INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Kevan Quincy		Family Name or Surname Newton			
Inventor's Signature				Date	
Residence: City Los Angeles		State CA		Country USA	
Citizenship USA					
Mailing Address 1139 S. Sherbourne Drive, Apt. # 3					
City Los Angeles		State CA		ZIP 90035	
Country USA					
<input checked="" type="checkbox"/> Additional inventors are being named on the ...2... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.					



Please type a plus sign (+) inside this box ➡ ☐

Modified PTO/SB/02A (11-00)  
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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5</b>
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason		Liebman	
Inventor's Signature		Date	
Residence: City New York	State NY	Country USA	Citizenship USA
Mailing Address 112 East 36th Street			
Mailing Address			
City New York	State NY	ZIP 10016	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature		Date	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA

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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Deepak		Jindal	
Inventor's Signature			Date
Residence: City Mountain View	State CA	Country USA	Citizenship India
Mailing Address 112 East 36th Street			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Yingwei Claire		Cui	
Inventor's Signature			Date
Residence: City Cupertino	State CA	Country USA	Citizenship People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City Cupertino	State CA	ZIP 95014	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature			Date
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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	<b>First Named Inventor</b>	Kenneth W. BRONSON		
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	<b>Application Number</b>	10/732,824		
	<b>Filing Date</b>	December 10, 2003		
	<b>Art Unit</b>	2611		
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[Page 1 of 5]

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## **DECLARATION AND POWER OF ATTORNEY**

### **Utility or Design Patent Application**

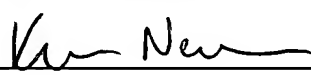
Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/> Customer Number <span style="border: 1px solid black; padding: 2px 20px;">26479</span> OR <input type="checkbox"/> Correspondence address below			
Name <b>Straub &amp; Pokotylo</b>			
Address <b>620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor</b>			
City <b>Tinton Falls</b>		State <b>NJ</b>	ZIP <b>07724-3260</b>
Country <b>USA</b>	Telephone <b>(732) 542-9070</b>		Fax <b>(732) 542-9071</b>
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.			
NAME OF SOLE OR FIRST INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) <b>Kenneth W.</b>		Family Name or Surname <b>Bronson</b>	
Inventor's Signature			Date
Residence: City <b>Venice</b>	State <b>CA</b>	Country <b>USA</b>	Citizenship <b>USA</b>
Mailing Address <b>39 S. Venice Blvd., Apt. # 4</b>			
City <b>Venice</b>	State <b>CA</b>	ZIP <b>90291</b>	Country <b>USA</b>
NAME OF SECOND INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) <b>Kevan Quincy</b>		Family Name or Surname <b>Newton</b>	
Inventor's Signature 			Date <b>7/14/04</b>
Residence: City <b>Los Angeles</b>	State <b>CA</b>	Country <b>USA</b>	Citizenship <b>USA</b>
Mailing Address <b>1139 S. Sherbourne Drive, Apt. # 3</b>			
City <b>Los Angeles</b>	State <b>CA</b>	ZIP <b>90035</b>	Country <b>USA</b>
<input checked="" type="checkbox"/> Additional inventors are being named on the ...2... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.			





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<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
<b>Given Name (first and middle [if any])</b>		<b>Family Name or Surname</b>	
Jason		Liebman	
<b>Inventor's Signature</b>		<b>Date</b>	
<b>Residence: City</b> New York	<b>State</b> NY	<b>Country</b> USA	<b>Citizenship</b> USA
<b>Mailing Address</b> 112 East 36th Street			
<b>Mailing Address</b>			
<b>City</b> New York	<b>State</b> NY	<b>ZIP</b> 10016	<b>Country</b> USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
<b>Given Name (first and middle [if any])</b>		<b>Family Name or Surname</b>	
Rama		Ranganath	
<b>Inventor's Signature</b>		<b>Date</b>	
<b>Residence: City</b> Mountain View	<b>State</b> CA	<b>Country</b> USA	<b>Citizenship</b> USA
<b>Mailing Address</b> 2310 Rock Street, Apt. # 50			
<b>Mailing Address</b>			
<b>City</b> Mountain View	<b>State</b> CA	<b>ZIP</b> 94043	<b>Country</b> USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
<b>Given Name (first and middle [if any])</b>		<b>Family Name or Surname</b>	
Narayanan		Shivakumar	
<b>Inventor's Signature</b>		<b>Date</b>	
<b>Residence: City</b> San Jose	<b>State</b> CA	<b>Country</b> USA	<b>Citizenship</b> India
<b>Mailing Address</b> 1093 McKay Drive			
<b>Mailing Address</b>			
<b>City</b> San Jose	<b>State</b> CA	<b>ZIP</b> 95131	<b>Country</b> USA

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<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
<b>Given Name (first and middle [if any])</b>		<b>Family Name or Surname</b>	
Deepak		Jindal	
<b>Inventor's Signature</b>		<b>Date</b>	
<b>Residence: City</b> Mountain View	<b>State</b> CA	<b>Country</b> USA	<b>Citizenship</b> India
<b>Mailing Address</b> 112 East 36th Street			
<b>Mailing Address</b>			
<b>City</b> Mountain View	<b>State</b> CA	<b>ZIP</b> 94041	<b>Country</b> USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
<b>Given Name (first and middle [if any])</b>		<b>Family Name or Surname</b>	
Yingwei Claire		Cui	
<b>Inventor's Signature</b>		<b>Date</b>	
<b>Residence: City</b> Cupertino	<b>State</b> CA	<b>Country</b> USA	<b>Citizenship</b> People's Repuib. of China
<b>Mailing Address</b> 6092 Willowgrove Lane			
<b>Mailing Address</b>			
<b>City</b> Cupertino	<b>State</b> CA	<b>ZIP</b> 95014	<b>Country</b> USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
<b>Given Name (first and middle [if any])</b>		<b>Family Name or Surname</b>	
<b>Inventor's Signature</b>		<b>Date</b>	
<b>Residence: City</b>	<b>State</b>	<b>Country</b>	<b>Citizenship</b>
<b>Mailing Address</b>			
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			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Direct all correspondence to: ☒ Customer Number **26479** OR ☐ Correspondence address below  
or Bar Code Label

Name **Straub & Pokotylo**

Address **620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor**

City **Tinton Falls**

State **NJ**

ZIP **07724-3260**

Country **USA**

Telephone **(732) 542-9070**

Fax **(732) 542-9071**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name  
(first and middle [if any]) **Kenneth W.**

Family Name  
or Surname **Bronson**

Inventor's  
Signature

Date

Residence: City **Venice**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **39 S. Venice Blvd., Apt. # 4**

City **Venice**

State **CA**

ZIP **90291**

Country **USA**

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name  
(first and middle [if any]) **Kevan Quincy**

Family Name  
or Surname **Newton**

Inventor's  
Signature

Date

Residence: City **Los Angeles**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **1139 S. Sherbourne Drive, Apt. # 3**

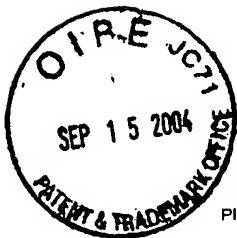
City **Los Angeles**

State **CA**

ZIP **90035**

Country **USA**

☒ Additional inventors are being named on the 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.



Please type a plus sign (+) inside this box →



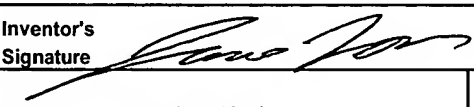
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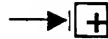
## DECLARATION AND POWER OF ATTORNEY

ADDITIONAL INVENTOR(S)  
Supplemental Sheet  
Page 4 of 5

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason		Liebman	
Inventor's Signature 		Date 7/14/04	
Residence: City New York	State NY	Country USA	Citizenship USA
Mailing Address 112 East 36th Street			
Mailing Address			
City New York	State NY	ZIP 10016	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature		Date	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA

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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5</b>
--	--

<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Deepak		Jindal	
Inventor's Signature			Date
Residence: City Mountain View	State CA	Country USA	Citizenship India
Mailing Address 112 East 36th Street			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Yingwei Claire		Cui	
Inventor's Signature			Date
Residence: City Cupertino	State CA	Country USA	Citizenship People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City Cupertino	State CA	ZIP 95014	Country USA
<b>Name of Additional Joint Inventor, if any:</b>		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature			Date
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**



Declaration  
Submitted  
with Initial  
Filing

OR



Declaration  
Submitted after Initial  
Filing (surcharge  
(37 CFR 1.16 (e))  
required)

Attorney Docket Number

Google-65 (GP-171-00-US)

First Named Inventor

Kenneth W. BRONSON

**COMPLETE IF KNOWN**

Application Number

10/732,824

Filing Date

December 10, 2003

Art Unit

2611

Examiner Name

Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

RETURN OF CONTENT AD SERVING RESOURCES

(Title of the invention)

the specification of which



Is attached hereto

OR



was filed on (MM/DD/YYYY)

December 10, 2003

as United States Application Number or PCT International

Application Number

10/732,824

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 5]

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## **DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application**

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label		26479		OR <input type="checkbox"/> Correspondence address below	
Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor							
City Tinton Falls				State NJ		ZIP 07724-3260	
Country USA			Telephone (732) 542-9070			Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Kenneth W.				Family Name or Surname Bronson			
Inventor's Signature						Date	
Residence: City Venice			State CA		Country USA		Citizenship USA
Mailing Address 39 S. Venice Blvd., Apt. # 4							
City Venice			State CA		ZIP 90291		Country USA
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Kevan Quincy				Family Name or Surname Newton			
Inventor's Signature						Date	
Residence: City Los Angeles			State CA		Country USA		Citizenship USA
Mailing Address 1139 S. Sherbourne Drive, Apt. # 3							
City Los Angeles			State CA		ZIP 90035		Country USA
<input checked="" type="checkbox"/> Additional inventors are being named on the <u>2</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5</b>
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason		Liebman	
Inventor's Signature		Date	
Residence: City New York	State NY	Country USA	Citizenship USA
Mailing Address 112 East 36th Street			
Mailing Address			
City New York	State NY	ZIP 10016	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature <i>Rama Ranganath</i>		Date 7/14/04	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature		Date	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA

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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S)</b> <b>Supplemental Sheet</b> <b>Page 5 of 5</b>
--	--

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Deepak		Jindal	
Inventor's Signature <i>Deepak Jindal</i>		Date <i>7/14/2004</i>	
Residence: City Mountain View	State CA	Country USA	Citizenship India
Mailing Address 112 East 36th Street			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Yingwei Claire		Cui	
Inventor's Signature <i>[Signature]</i>		Date <i>7/14/04</i>	
Residence: City Cupertino	State CA	Country USA	Citizenship People's Repub. of China
Mailing Address 6092 Willowgrove Lane			
Mailing Address			
City Cupertino	State CA	ZIP 95014	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☐ Declaration Submitted with Initial Filing  
OR  
☒ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	Google-65 (GP-171-00-US)
First Named Inventor	Kenneth W. BRONSON
COMPLETE IF KNOWN	
Application Number	10/732,824
Filing Date	December 10, 2003
Art Unit	2611
Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

RETURN OF CONTENT AD SERVING RESOURCES

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) December 10, 2003 as United States Application Number or PCT International

Application Number 10/732,824 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

**Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application**

Direct all correspondence to: ☒ Customer Number **26479** OR ☐ Correspondence address below  
or Bar Code Label

Name **Straub & Pokotylo**Address **620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor**City **Tinton Falls**State **NJ**ZIP **07724-3260**Country **USA**Telephone **(732) 542-9070**Fax **(732) 542-9071**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**NAME OF SOLE OR FIRST INVENTOR:** ☐ A petition has been filed for this unsigned inventorGiven Name  
(first and middle [if any]) **Kenneth W.**Family Name  
or Surname **Bronson**Inventor's  
Signature

Date

Residence: City **Venice**State **CA**Country **USA**Citizenship **USA**Mailing Address **39 S. Venice Blvd., Apt. # 4**City **Venice**State **CA**ZIP **90291**Country **USA****NAME OF SECOND INVENTOR:** ☐ A petition has been filed for this unsigned inventorGiven Name  
(first and middle [if any]) **Kevan Quincy**Family Name  
or Surname **Newton**Inventor's  
Signature

Date

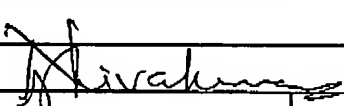
Residence: City **Los Angeles**State **CA**Country **USA**Citizenship **USA**Mailing Address **1139 S. Sherbourne Drive, Apt. # 3**City **Los Angeles**State **CA**ZIP **90035**Country **USA**☒ Additional inventors are being named on the 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

Please type a plus sign (+) inside this box ➡ ☐Modified PTO/SB02A (11-00)  
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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5</b>
--	--

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Jason		Liebman	
Inventor's Signature		Date	
Residence: City New York	State NY	Country USA	Citizenship USA
Mailing Address 112 East 36th Street			
Mailing Address			
City New York	State NY	ZIP 10016	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Rama		Ranganath	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 2310 Rock Street, Apt. # 50			
Mailing Address			
City Mountain View	State CA	ZIP 94043	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Narayanan		Shivakumar	
Inventor's Signature 		Date 20 Aug '04	
Residence: City San Jose	State CA	Country USA	Citizenship India
Mailing Address 1093 McKay Drive			
Mailing Address			
City San Jose	State CA	ZIP 95131	Country USA

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